

Message Text

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SUBJECT: FRENCH INDUSTRIAL FAIR

SUMMARY: FRENCH GOVERNMENT PICKS CARACAS AS SITE FOR ITS LARGEST OVERSEAS INDUSTRIAL FAIR IN 1976 IN WHICH 400 FIRMS WILL PARTICIPATE. ESTIMATED TO COST 10-MILLION BOLIVARES, THE EXHIBIT (FEBRUARY 12-22) WILL EMPHASIZE SCIENTIFIC AND TECHNOLOGICAL WARES SAID TO BE "RELEVANT TO VENEZUELA'S NEEDS." EIGHT VENEZUELAN JOURNALISTS INVITED TO GOV (JAN. 11-17) FOR ONE-WEEK HIGH-LEVEL TOUR OF FRENCH INDUSTRIAL PLANTS. THEY WILL BE WINED AND DINED BY MINISTERS AND LEADING INDUSTRIALISTS AS PART OF PRE-EXHIBIT BUILDUP. END SUMMARY.

1. CARACAS HAS BEEN SELECTED AS THE SITE FOR FRANCE'S LARGEST OVERSEAS INDUSTRIAL FAIR DURING 1976. FRENCH MINISTER OF FOREIGN COMMERCE, NORBERT SEGARD, WILL PERSONALLY INAUGURATE A TEN-DAY EXHIBIT FEBRUARY 12 AT CARACAS' MAJOR EXHIBIT HALL, THE POLIEDRO (15,000 SQUARE METERS FLOOR SPACE UNDER COVER).

2. WITH MORE THAN 400 FIRMS PARTICIPATING, THE FAIR WILL DISPLAY FRANCE'S SCIENTIFIC AND TECHNICAL WARES DESCRIBED BY THE FRENCH EMBASSY PRESS ATTACHE AS "HIGHLY UP-TO-DATE AND RELEVANT TO VENEZUELA'S NEEDS." IT WILL INCLUDE PETROCHEMICALS, HEAVY INDUSTRIAL MACHINERY, AEROSPACE AND MEDICAL EQUIPMENT, AS WELL AS THE LA-

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AL MACHINERY, AEROSPACE AND MEDICAL EQUIPMENT, AS WELL AS THE LA-

TEST EXAMPLES OF RAILROAD, AUTOMOBILE AND AIRCRAFT (CONCORDE) EQUIPMENT.

3. THE FRENCH EMBASSY SPOKESMAN NOTED THAT THIS WILL BE FRANCE'S BIGGEST SPLASH IN VENEZUELA SINCE PRESIDENT DE GAULLE'S VISIT IN 1964. HE TOLD AN EMBASSY OFFICER THAT THE EXHIBIT IS EXPECTED TO COST ABOUT 10-MILLION BOLIVARES (\$2,336,448).

4. DURING THE EXHIBIT PERIOD, FRENCH INDUSTRIAL SPECIALISTS WITH AUDIO-VISUAL SUPPORT WILL CONDUCT 100 CONFERENCES FOR SELECTED GROUPS. ADDITIONALLY, 15 FRENCH PROFESSORS OF MEDICINE WILL EXCHANGE VIEWS WITH THEIR COUNTERPARTS IN VENEZUELA'S ACADEMY OF MEDICINE.

5. TO ROUND OFF THE PACKAGE, THE GOV WILL PRESENT VARIOUS CULTURAL SIDE-SHOWS THROUGHOUT THE CITY INCLUDING A WEEK OF FRENCH FILMS, AN EXPOSITION OF FRENCH PAINTINGS, FASHION SHOWS AND PERFUME DISPLAYS.

6. AS PART OF THE PRE-EXHIBIT BUILD-UP, THE FRENCH GOVERNMENT WILL FLY EIGHT VENEZUELAN JOURNALISTS TO PARIS ON SATURDAY (JANUARY 11) FOR A HEAVILY-CRAMMED WEEK OF VISITS TO INDUSTRIAL PLANTS, TANKER SHIPYARDS, AUTOMOBILE, AIRCRAFT AND RAILROAD ASSEMBLY PLANTS, AND NUCLEAR POWER STATION. THEY WILL BE WINED AND DINED BY TOP REPRESENTATIVES OF THE GOVERNMENT AND PRIVATE SECTORS, I.E. THE MINISTER OF FOREIGN TRADE, THE MINISTER OF INDUSTRY AND SCIENTIFIC INVESTIGATION, THE MINISTER OF HIGHWAYS, THE UNDER SECRETARY OF STATE FOR FOREIGN AFFAIRS, THE FOREIGN MINISTER (WHO IS EXPECTED TO OFFER A LUNCHEON) AND VARIOUS INDUSTRIAL FEDERATIONS AND CHAMBERS.

COMMENT: THE FRENCH HAVE OBVIOUSLY CHOSEN THE VENEZUELAN MARKET AS THEIR PRIME TARGET OF THE MOMENT IN LATIN AMERICA. THIS IS JUST ONE EXAMPLE OF THE KIND OF COMPETITIVE EFFORT BEING MOUNTED BY OTHER COUNTRIES (FRANCE, WEST GERMANY, UK, JAPAN, AND ITALY). BOTH THE GERMANS AND ITALIANS HAD TRADE SHOWS IN CARACAS DURING 1975, AND WHILE NOT ON THE GRANDIOSE SCALE OF THE PRESENT FRENCH EFFORT, THEY WERE SIGNIFICANTLY LARGE IN COMPARISON TO THE EFFORT THOSE COUNTRIES HAD BEEN MAKING IN THE MARKET. THE BRITISH AND CANADIANS ARE MANIFESTING COMPETITION OF A DIFFERENT KIND; WITH-

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OUT ENGAGING IN ANY MAJOR SHOWS SO FAR, THEY INSTEAD ARE MAKING THEIR EFFORT THROUGH EXCHANGE VISIT OF HIGH-LEVEL OFFICIALS. WHILE THA US IS ENJOYING A LARGE SHARE OF THIS MARKET, (CURRENTLY PERHAPS 44 PERCENT), WE WILL HAVE TO INCREASE OUR EFFORTS HERE IF THIS FAVORABLE SITUATION IS TO CONTINUE IN THE FACE OF SUCH COMPETITION.

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